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Parliament YAS Proposition
Key Milestones/Timeline

Date	Status	
26-Jan	Kick Off Meeting	
	Establish Team	
	Identification of Project Scope	
	Timeline/Key Milestone Discussion	
	Parliament and Competitive Positionings Review	
	Brainstorming on Parliament and Competitive Assets and Liabilities	
	Identification of Key Issues	
2-Feb	YAS Concept Development	*Additive Free Qualitative Research (Feb 2-4th)*
	New Products	Marlboro, Parliament, Merit, VS, Basic, Players YAS
	Strategic Positionings	
	New Packaging (Structural)	*YAS Segmentation Study*
	Exploration of R&D new products and capabilities	
	Presentation of Project Scope at "Secondary MPC"	
9-Feb		
16-Feb		Qualitative Research -- Parliament and Competitive YAS
		YAS Consumer Segmentation -- Existing Positionings, Packaging, New Products
		New Packaging (Structural)
		New Product Concepts
		Positionings
23-Feb	YAS Segmentation Analysis	
	Assessment of Parliament and Competitive Assets, Liabilities and Positionings	
	YAS Concept Refinement	
	New Products	
	Positionings	
	Packaging Structure	
	Packaging Design Development	
	Review of New Product Concepts with R&D	
2-Mar		
9-Mar		Qualitative Research -- Competitive YA
		Positionings
		Packaging Structural and Design
		New Product Concepts
16-Mar	Research Assessment	
	YAS Concept Refinement	
	Positionings	
	New Products	
	Packaging Structure and Design	
	Review of Packaging and Products with R&D	
23-Mar		Qualitative Research -- Competitive YA
		Identifying complimentary positionings, packaging and new product ideas
		Packaging Design
30-Mar	Research Assessments	
	Product and Packaging Specifications Refined	
	Packaging Design Refinements	
6-Apr		

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Parliament YAS Proposition
Key Milestones/Timeline

13-Apr		**Qualitative Research -- Competitive and Parliament YAS**
		New Products with Positioning and Packaging
		Risk Assessment to Current Franchise?
20-Apr	**Final Research Summation**	
	Final Recommendations Prepared	
27-Apr	**Presentation to Sr. Mgmt.**	
	New Product with Positioning and Packaging Structure/Design	
	Product and Packaging Specifications Due	

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